NTIS®

U.S. Department of Commerce
National Technical Information Service
One Source. One Search. One Solution.

e CORNELL

Certificate Program
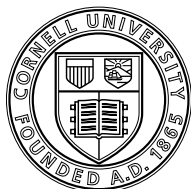
Hospitality Marketing
A four-course certificate series from Cornell University

HAME515 **Data Gatherig and Analysis in the Hospitality Industry**
HAME516 **Statistical Decision Making for Hospitality Managers**
SHA02 **Marketing Analysis in the Hospitality Industry**
SHA05 **Marketing Planning in the Hospitality Industry**

Interactive, rigorous, and relevant professional education from Cornell University

Welcome to eCornell

Established and wholly-owned by Cornell University, eCornell has the most comprehensive online, professional and executive development curriculum offered by any top-20 university in the United States.

eCornell provides exceptional online learning experiences tailored for professional and executive development in the areas of strategy, leadership and management development, human resources, financial management, and hospitality management. Collaboration between Cornell faculty experts and learning and user-experience designers provide for engaging, rigorous, and interactive learning.

Course Experience - How it Works

eCornell offers a proven model for successful management development and incorporates the best aspects of online and traditional classroom learning, including:

- Engaging and rigorous course design that centers on authentic business scenarios and provides the resources and tools learners need to resolve the issues they pose

- Learning experiences that target individual competencies and skills

- Asynchronous collaboration activities that contribute to knowledge and experience sharing among the course participants and the course instructor

- Course projects, discussion forums, and job aids that help participants apply their new skills to real organizational situations

- New skill development through interactive assessments and simulations

Program Quality Drives Motivation and Success

eCornell is not your typical e-learning experience. Our Structured Flexibility™ and active instructor facilitation provide course milestones that build motivation and result in industry-leading completion rates.

- Ninety two percent (92%) of students complete their course, two to four times the e-learning norm, and even more, 93%, rate their overall experience as good to excellent.

- Ninety five percent (95%) of students say the material is applicable to their job responsibilities, and 93% say that what they have learned will directly impact their performance.

- In the end, 95% of students would recommend to their peers that they take an eCornell course.

Connected

Learning happens through interaction and collaboration—a dynamic, creative process that involves the exchange of ideas, not simply the accumulation of facts. In eCornell courses you interact with an expert instructor and a cohort of your peers to collectively develop knowledge, and to effectively apply that knowledge in your organization.

You are also connected to the knowledge and resources of Cornell University, a leading global research university. eCornell courses offer embedded "Ask the Expert" interviews with Cornell faculty, online access to library reference guides, and additional professional and executive education opportunities at Cornell University.

Powerful

eCornell courses are authored and designed with one or more Cornell University faculty member, using the most current and relevant case studies, research, and content. Our approach to problem-based learning means that you are building knowledge and skills using online case studies, interactive exercises, and simulations based on authentic, relevant, and "real-world," situations. Certificates from Cornell University ensure that eCornell professional and executive education courses will enhance your career.

Convenient

eCornell courses provide the convenience of structure and flexibility with new course sections starting every month, round-the-clock/round-the-world access to course materials, online and telephone customer support, and dedicated online instructors.

Accreditation

Most of our courses have been approved for six (6) recertification credit hours toward PHR, SPHR, and GPHR recertification through the Human Resource Certification Institute. Please contact the Human Resource Certificate Institute (HRCI) for further information about certification or recertification.

Many eCornell Certificate Programs have been recommended for college credit by the American Council on Education's College Credit Recommendation Service (CREDIT). The American Council on Education (ACE) is the major coordinating body for all the nation's higher education institutions. For 31 years, colleges and universities have trusted ACE to provide reliable course equivalency information to facilitate credit award decisions. The American Council on Education's College Credit Recommendation Service (CREDIT), offered through ACE's Center for Lifelong Learning (CLLL), helps adults obtain college credit for formal courses and examinations taken outside college and university degree programs.

In 1865 Ezra Cornell had a vision.

"I would found an institution where any person can find instruction in any study."

Established as the land-grant university of the State of New York, Cornell University has an extension and outreach mission unique to the Ivy League.

eCornell is the next step in achieving the vision.

Certificate Overview

Marketing is about identifying, creating, and delivering value to customers. The Certificate in Hospitality Marketing from Cornell University's School of Hotel Administration is designed to develop the essential skills necessary to conceive, create, and write a strategic marketing plan.

The courses in this certificate series focus on data-driven methodologies for gathering and analyzing marketing data, using that data to make decisions, using marketing analysis to identify strategic opportunities, creating the marketing positioning, and creating a marketing plan to guide execution. The courses emphasize practical application of concepts, strategies, and tactics that can be immediately used in the workplace.

The Certificate in Hospitality Marketing equips participants with the skills, tools, and methodologies they need to take a marketing initiative from the concept stage to a robust marketing plan.

*Participants who successfully complete all required courses in the series receive a **Certificate in Hospitality Marketing** from Cornell University's School of Hotel Administration.*

Who Should Take This Certificate?

The Certificate in Hospitality Marketing is designed for hospitality marketing professionals responsible for directing or implementing marketing research or the creation of strategic marketing plans.
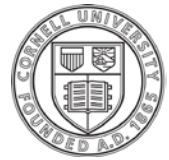
Certificate Information

To earn the Certificate in Hospitality Marketing, students must complete the following four courses:

- HAME515 **Data Gatherig and Analysis in the Hospitality Industry**
- HAME516 **Statistical Decision Making for Hospitality Managers**
- SHA02 **Marketing Analysis in the Hospitality Industry**
- SHA05 **Marketing Planning in the Hospitality Industry**

Accreditation

Participants who successfully complete all required courses in the series receive a Certificate in Hospitality Marketing from Cornell University's School of Hotel Administration.

HAME515 Data Gathering and Analysis in the Hospitality Industry
440.00

Making effective business decisions requires gathering and analyzing data. In the hospitality industry we have access to significant amounts of data about customers, buying patterns, pricing, occupancy rates, etc. With a solid understanding of basic statistical analysis, a manager can begin to make sense of all these numbers and extract meaningful business information. A critical first step in many analyses is using surveys to gather data, and this course provides a step-by-step approach to creating and using surveys in your organization. This course also uses hospitality scenarios and hands-on exercises and labs to provide you with the skills needed to gather, describe, and analyze data.

Who Should Take This Course?
This course is important for managers and individuals at any level who need to analyze data for their organization--especially those responsible for project and business planning, market research, revenue management, or designing customer or employee satisfaction surveys.

We strongly recommend this course to those who have completed or plan to complete eCornell courses in scenario planning, hospitality marketing, or restaurant revenue management.

Course Format
This course contains the following modules:
Describing and Analyzing Data
- Hospitable Statistics
- Graphing
- Mean, Median, and Other Measures
- The Normal Distribution
Gathering Data
- Sourcing Data
- Designing Surveys

Benefits to Learner
Participants who complete this course will be able to:
- Discuss applications of statistics in the hospitality industry
- List common ways in which statistics can be misused to distort or misrepresent data
- Apply the appropriate graph for a given data set
- Calculate, define, and apply descriptive statistics including median, mean, and standard deviation
- Use Excel's display and analysis tools for graphs, PivotTables, descriptive statistics, and optimal problem solutions
- Describe the normal distribution
- Describe and select appropriate methods of gathering data
- Choose appropriate survey methods

Certificate Information
This course can be applied to the following certificate:
- Certificate in Hospitality Marketing

Authoring Faculty
Sheryl E. Kimes, Ph.D., Professor

Sponsoring School
Cornell University's School of Hotel Administration

HAME516 Statistical Decision Making for Hospitality Managers
440.00

Being able to discern meaningful and statistically significant trends in your organization's data will allow you to make more effective decisions. For example, do your company's sales correlate with the age or income level of the buyer? How might the answer affect your marketing and promotion plan and budget? This course presents several hospitality scenarios designed to help you answer these questions. You will learn about correlation, regression, and probability - tools that will help you predict future behavior based on existing data. The course includes several hands-on activities and labs to reinforce the key concepts.

Who Should Take This Course?
This course is important for managers and individuals at any level who need to analyze data for their organization--especially those responsible for project and business planning, market research, revenue management, or designing customer or employee satisfaction surveys.

We strongly recommend this course to those who have completed or plan to complete eCornell courses in scenario planning, hospitality marketing, and restaurant revenue management.

Course Format
This course contains the following modules:
Relating Data - Correlation and Regression
- Correlation
- Regression
Using Data - Probability and Significance
- Calculating Probability
- Determining Significance

Benefits to Learner
Participants who complete this course will be able to:
- Calculate and define correlation and regression
- Calculate the probability of a given event occurring
- Determine if the results of a data analysis are statistically significant

Certificate Information
This course can be applied to the following certificate:
- Certificate in Hospitality Marketing

Authoring Faculty
Sheryl E. Kimes, Ph.D., Professor

Sponsoring School
Cornell University's School of Hotel Administration

SHA02 Marketing Analysis in the Hospitality Industry
$880.00

The first in a two-part series, this program provides a basic understanding of marketing analysis in the hospitality industry as the first step in a process that evolves from the strategic to the tactical. Through case studies and real-life examples, you will gain an understanding of marketing's role in the organization as a strategic initiative, central to the organization's ability to identify and satisfy customers.

The program introduces the marketing process continuum, discusses key value drivers for customers in the hospitality industry, and provides hands-on practice in conducting marketing research. You'll learn how to collect and interpret data, analyze customer behavior, and perform a SWOT analysis. This is the first stage in the development of a marketing plan that defines the organization's business strategy.

Who Should Take This Course?
Hospitality professionals who seek a better understanding of the elements of strategic marketing and the role it plays in making their operations more competitive.

Course Format
This course contains the following modules:
- Introduction to Marketing—identify the fundamental aspects of modern marketing
- Applications of Marketing Principles—define the relationship between customer value and marketing
- Conducting Market Research—conduct an environmental analysis to develop an effective marketing strategy for an organization

Benefits to Learner
Participants who complete this course will be able to:
- Define the primary role of marketing in an organization
- Define the concept of exchange and the marketing concept
- Define the four fundamental truths of marketing
- Define the terms strategy, strategic window, value, and the key characteristics of services
- Define the servuction model
- Define marketing research and the six steps of the marketing research process
- Define market segmentation and its basic criteria
- Apply a SWOT analysis to their own organizations

Certificate Information
This course can be applied to the following certificates:
- Master Certificate in the Essentials of Hospitality Management
- Master Certificate in Foodservice Management
- Certificate in Hospitality Marketing

Authoring Faculty
Judy A. Siguaw, D.B.A., Dean

Sponsoring School
Cornell University's School of Hotel Administration

SHA05 Marketing Planning in the Hospitality Industry
$880.00

This is the second course in a two-part series. This course teaches you how to design, develop, implement, and evaluate a comprehensive marketing plan. Through a program-long case study and numerous anecdotal examples, you will learn how to identify a target market and develop a marketing mix (involving product, price, promotion, and place) specific to that market and its particular needs. You'll investigate advertising, direct mail, public relations, and sales promotion strategies designed to reach and retain your target customers and increase your market share.

Segmenting markets and targeting customers is becoming increasingly vital to success in the hospitality industry. This course will help you determine market positioning and create an appropriate marketing plan. Make better decisions about marketing issues from pricing and advertising to menu design and guest-frequency series.

Who Should Take This Course?
Hospitality professionals who seek a better understanding of the elements of tactical marketing and the role it plays in making their operations more competitive.

Course Format
This course contains the following modules:
- Selecting a Target Market and Target Marketing Strategy
- Tailoring the Product or Service to Customer Needs
- Tailoring the Price to the Income Level of the Target Market
- Tailoring Place to the Target Market
- Tailoring Promotion to the Demographic Characteristics of the Target Market

Benefits to Learner
Participants who complete this course will be able to:
- Identify a target market for a product or service
- Determine a strategic position within a target market
- Design and implement an overall marketing mix for the target market

Certificate Information
This course can be applied to the following certificates:
- Master Certificate in the Essentials of Hospitality Management
- Master Certificate in Foodservice Management
- Certificate in Hospitality Marketing

Authoring Faculty
Judy A. Siguaw, D.B.A., Dean

Sponsoring School
Cornell University's School of Hotel Administration